REFERENCES

1. Arens, Williams F. "Contemporary Advertising. USA: Richard D. Irwin, A." Times Mirror Higher Education Group, 1996.
2. AssaeI Henry (1998), "Consumer Behaviour and Marketing Action" Sixth edition, Cengage Learning: New Delhi, India edition pp. 128, 151- 152
3. Astous, A. D., & Séguin, N. (1999). Consumer reactions to product placement strategies in television sponsorship. European Journal of Marketing, 896 - 910.
4. Adelaar, Thomas, Susan Chang, Karen M. Lancendorfer, Byoungkwan Lee, and MARIKO MORIMOTO. "Effects of media formats on emotions and impulse buying intent." Journal of Information Technology, 2003: 247–266.
5. Abideen1, Zain-Ul, Waqas Farooq, and Abdul Latif (2011), "how urban children process advertising message:special reference totelevision advertising in pakistan." African Journal of Business Management, May 2011: 3962- 3974.
6. Baca. E. E., Holguin. J. J., & Stratemeyer, A. W. (2005). Direct-to-consumer advertising and young consumers: building brand value. Journal of Consumer Marketing, 22(7), 379–387.
7. Barn, S. (2009). Product placement in Bollywood movies. Marketing Intelligence & Planning, 976 - 980.
8. Belch George, Belch Michael and Purani Keyoor, (20 I 0), 'Adveliising and Promotion', Seventh Edition, Tata McGraw Hill: New Delhi
9. Chebat, Jean-Charles, etal, “Upscale Image Transfer from Malls to Stores: A Self-image Congruence Explanation,” Journal of Business Research 59, no.12 (November 2006), pp. 1288-1296.
10. Connolly A and Firth 0 (1999), "Visual Planning - the Power of Thinking Visually", The Journal of Brand Management, Vol. 6, No.5, pp.161-173
11. Etzel, , M.J, B. J Walker, and W. J Stanton. "Marketing. USA: Irwin/Mc-Graw Hill." 1997. 11.
12. Globalisation (2003), Flash Eurobarometer report 151b (Oct.- Nov.).
13. Gunjan Baheti, D. R. (2012). The Impact of advertising appeals on Customer Buying Behavior. International Journal of Research in Commerce & Management, Volume No. 3, Issue No. 11 (November).

14. Gupta, S. a. (2013). Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry. International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319–2828 Vol. 2, No.6.
15. Geeta Sonkusare (2013), Impact of television advertising on buying behavior of women consumers' [With special reference to FMCG Products] Chandrapur city, International Journal of Business and Management Invention, ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X, Volume 2 Issue 3 ǁ March. 2013, PP.31-38. www.ijbmi.org
16. Haq. M. U. (2002). Rural and Urban Development. Human Development in South Asia, Development Centre. Planning Commission.
17. Kevin Lane Keller (2003), "Strategic Brand Management-Building, Measuring and Managing Brand Equity", Second Edition, Prentice Hall of India, 2003 pp. 308-309
18. Kit,Y., etal, Gen Buy: How Tweens, Teenagers and Twenty-Somethings Are Revolutionizing Retail, New York: New Strategist Publications Inc, 2003.
19. Lynd. D. (2007). The Education System in Pakistan. Assessment of the National Educational Census. UNESCO Pakistan.
20. Lee, M., & Faber, R. J. (2007). Effects of Product Placement in On-Line Games on Brand Memory: A Perspective of the Limited-Capacity Model of Attention. Journal of Advertising, 75-90.
21. Mackey,K. and Liang,A. (2012): A study report on "Globalization, evolution and emergence of direct-to consumer advertising: Are emerging markets the next pharmaceutical marketing frontier? ", Journal of Commercial Bio-Technology, Vol 18, No 4 (2012), ISSN: 1462-8732, eISSN: 1478-565X
22. Nidhi Kotwal, N. G. (2008). Impact of T.V Advertisements on Buying Pattern of Adolescent Girls. Kamla-Raj 2008 J. Soc. Sci., 16(1): 51-55 .
23. Naveen Rai (2013), Impact of advertising on consumer behaviour and attitude with reference to consumer durables, ISSN 2319-345X Vol. 2, No. 2, April 2013.
24. Pankaj Priya, Rajat Kanti Baisya, Seema Sharma, (2010) "Television advertisements and children's buying behaviour", Marketing Intelligence & Planning, Vol. 28 Iss: 2, pp.151 – 169,
25. Pinki Rani (2014), Factors influencing consumer behavior, International Journal of Current Research Academy, Revised 2014, 2(9), pp. 52-61.
26. Redondo, I. (2012). The effectiveness of casual advergames on adolescents' brand attitudes. European Journal of Marketing , 1671-1688.

27. Raja Irfan Sabir (2014), Impact of Covert Marketing on Consumer Buying Behavior, International Review of Management and Business Research Vol. 3 Issue.1 (www.irmbrjournal.com)
28. Raju, D. D. (2013), The Role of Advertising in Consumer Decision Making. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 14, Issue 4 .
29. Ravindra Goyal and Pranav Pareek (2013), A Review Article on Prescription Behavior of Doctors, Influenced By The Medical Representative In Rajasthan, India, IOSR Journal of Business and Management (IOSR-JBM), e-ISSN: 2278-487X. Volume 8, Issue 1 (Jan. - Feb. 2013), PP 56-60, www.iosrjournals.org
30. Sonia, "Consumer Perception towards Mega Mart: A Case study of Ludhiana", Journal of Service Marketing 6, no.4 (2008), pp.52-63.
31. Shweta Vats (2014), Impact of direct to consumer advertising through interactive Internet media on working youth, International Journal of Business and Administration Research Review. Vol.I, Issue No.2, Nov-Jan2014, IJBARR ISSN No. 2347 – 856X
32. Samar Fatima and Samreen Lodhi (2015), Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City. , International Journal of Management Sciences and Business Research, Oct-2015 ISSN (2226-8235) Vol-4, Issue 10, Page 125
33. Supriya Verma (2016), Study on the Effect and Behavior of People Toward YouTube Advertisements, International journal of management and economics invention, Volume: 2, Issue:02, Pages-541-546, Feb-2016, ISSN (e): 2395-7220 www.rajournals.in
34. Taylor, S.L. and Cosenza, R.M., "Profiling Later Aged Female Teenagers: Mall Shopping Behaviour and Clothing Choice," Journal of Consumer Marketing 19, no.5 (Sept. 2002), pp.393- 408.
35. Xu Yang, S. J. (2012), Ideal Types of Strategic Innovation an Exploratory Study of Chinese Cosmetic Industry, International Journal of Business and Management; Vol. 7, No. 17.
36. Yadav, R., and Prajapat, R.K., "Growth of Organized Retail: Strategic Implications to Small Shops and Vendors", The Manager 3, no.1 (Jan-Jun 2008), pp.49-54.
37. Yadav, R., and Prajapat, R.K., "Growth of Organized Retail: Strategic Implications to Small Shops and Vendors", The Manager 3, no.1 (Jan-Jun 2008), pp.49-54.

38. Yasir Rafique, M. N. (2012). Impact of advertisement on consumer behavior of FMCG in Lahore city. Academic Research International ISSN-L: 2223-9553, ISSN: 2223-9944 Vol. 2.
39. Zain-Ul-Abideen and Salman Saleem (2016), Effective advertising and its influence on consumer buying behavior, European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 3, No.3 55
40. Moore RL, MoschisGP (1981) the effects of family communications and Mass media use on adolescent consumer learning. Journal of Communication 31: 42-51.
41. MoschisGP, ChurchillGA (1978) Consumer socialization: a theoretical and empirical analysis. Journal of Marketing Research 15: 599-609.
42. McNeal JU, Ji MF (1998) the role of mass media in the consumer socialization of Chinese children. In: Hung K, Monroe KB(eds.),AsiaPacific Advances in Consumer Research. Provo, UT: Association for Consumer Research.
43. Shabbir MS, Ghazi Ms,Mehmood AT (2016) Impact of social media applications on small business entrepreneurs. Management and Economics Research Journal2: 1-6.
44. Adler RP, Friedlander BZ, Lesser GS, Meringoff L, Robertson TS, et al. (1977) Research on the effects of television advertising on children: A review of the literature and recommendations for future research.
45. Mascarenhas OAJ, Higby MA (1993) Peer, parent, and media influences in teen apparel shopping.Journal of the Academy of Marketing Science21: 53-58.
46. Shahzad M, Rehman A (2015) Barriers to service quality in the banks of pakistan: A comparative study of islamic and conventional banks. Bus Eco J6: 178.
47. Bachmann GR, John DR, Rao AR (1993) Children's susceptibility to peer group purchase influence: An exploratory investigation. Advances in Consumer Research20: 463-468.
48. Shabbir MS (2015) Innovation and competitiveness lead to industrial trade. Bus Eco J6: 181.
49. Marquis M (2004) Strategies for influencing parental decisions on food purchasing. Journal of Consumer Marketing 2: 134-143.
50. Jones SC, Reid A (2010) Children’s magazines: reading resources or food marketing tools? Public Health Nutrition 13: 393-399.
51. Farooq AJ, Shakeel A, Syed Tahir H, Muhammad BK (2010) Impact of advertisement on children behavior: Evidence from pakistan. European Journal of Social Sciences 4: 663.
52. Jozsa L,Eszter T, István S (1980)The relative influence of parents and peers on youngpeople's consumer behaviour.

53. Dotson MJ, Hyatt EV (2005)Major influence factors in children's consumer socialization. The Journal of Consumer Marketing 22: 35-42.
54. McLeod J, Garret JO (1972) The socialization perspective and communication behavior. In: Kline G. TichenorP(eds.) Current Perspectives in Mass Communication Research. Beverly Hills, California: Sage.
55. ShabbirMS (2014) The impact of human resource practices on employee perceived performance in pharmaceutical sector of pakistan.Afr J Bus Manage8: 626-632.
56. ShabbirMS (2014) The Level of entrepreneurship growth and obstacles in trade openness: a comparative study of Asian countries Pakistan, India and Malaysia.Journal of Contemporary Management3: 33-47.
57. Shabbir MS (2015) Whymanufacturers are less powerful than retailers in trade circles? A case study of wal-mart retailing businesses. Business and Economics Journal 6: 177.
58. Adler RP, Lesser GS, Meringoff LK, Robertson TS, Rossiter JR, Ward S (1980) the effects of television advertising on children: Review and Recommendations.
59. Richard AP, Lesser GS, Meringoff L, Robertson TS, Rossiter JR et al (1977)Researchon the effects of television advertising on children, a review of the literature and recommendations for future research.

Kara C (2001) Children perceived truthfulness of television advertising and parental influence: A Hong Kong Study. Advances in Consumer Research Volume 28: 207-212.